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THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY **MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.**

3 'MUST DO' IT RESOLUTIONS FOR 2017

"Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today." That's what The Evolution of Ransomware, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.

If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Every second, 12 people online become a victim of cybercrime, totaling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.
- Ransomware attacks rose more than an astonishing 300% in 2016.
- The world's cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US has declared a national emergency to deal with the cyberthreat.

•There is no effective law enforcement for financial cybercrime today.

Clearly, your company's information and financial well-being are at greater risk than ever in 2017. And you cannot count on the federal or state government or local police to protect your interests. That's why I STRONGLY SUGGEST that you implement the following resolutions starting TODAY.

Resolution #1: Tune up your backup and recovery system.

The #1 antidote to a ransomware attack is a current backup copy of all your data and software. Managing backups takes more than just storing a daily copy of your data. For one thing, if your business is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn't expand likewise, expect trouble.

Resolution #2: Harness the power of the cloud—but watch your back. You can achieve huge productivity gains and reduced costs by making full use of the cloud. However, it's a double-edged sword. Any oversight

in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

- Determine which data matters. Some data sets are more crucial to your business than others. Prioritize what you must protect. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data, and other information that you must handle with compliance and regulatory requirements in mind.
- Select cloud providers carefully. Cloud vendors know that data security is vital to your business and promote that fact.



However, not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

Resolution #3: Set and enforce a strict Mobile Device Policy. As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses. Don't miss any of these three crucial steps:
-Require that users agree with acceptable-use terms before connecting to your network. Be

sure to include terms such as required use of hard-to-crack passwords, conditions under which company data may be "wiped", and auto-locking after periods of inactivity.
-Install a Mobile Device Management System on all connected devices. A good system creates a virtual wall between personal and company data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.
-Establish a strong protocol for when a

connected device is lost or stolen. Make sure you pre-set features that allow device owners to locate, lock, or wipe (destroy) all data on the phone. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

Our Free Network And Security Audit Resolves Your Biggest Data Security Problems and Makes Your Systems Run Like A Fancy Swiss Watch. Ever asked yourself why some business owners and

“...clearly, your company's information and financial well-being are at greater risk than ever in 2017.”

CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned. Call us right now at 888-979-2679 and we'll send one of our top network security experts over for a FREE Network and Security Audit. It's your best first step to a safe and prosperous 2017.

REFERRAL PROGRAM

DO YOU KNOW A COMPANY LOOKING FOR IT SUPPORT?



At *ImageQuest*, we know that referrals are an important part of creating and building business relationships: understanding that, we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from ImageQuest's vast IT services and support.

- If your **Managed IT Services** referral becomes a recurring client, then you or your favorite charity will receive a \$1,000.

- If your **Managed Compliance** referral becomes a client, then you or your favorite charity will receive a \$100 amazon gift card

WHAT WOULD MAKE A GOOD REFERRAL?

A company in any professional industry with at least 20 computers or anyone with a regulatory compliance component to their organization.

HOW DO I SUBMIT A LEAD?

Simply call Milton Bartley or Jay Mallory at 888.979.2679, email leads@imagequest.com or submit online at www.imagequest.com/referral-program



SMART CLOSING TECHNIQUE PART 1

authored by: Geoff Smart

It's one thing to help a client identify a problem. It's another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision.

I counsel my teammates on three simple closing techniques for smart people. I want to share them with you because I've seen what a dramatic positive difference they can make for your customers as well as your colleagues. In this issue we'll explore the first one.

Summarize the underlying need. I was in the office of a greatly admired billionaire CEO. He had asked my colleague and me to come strategize for 90 minutes with him on how to identify

and solve his top leadership challenges. His story was very animated, very passionate, and the details swirled around like a hurricane. I appreciated the candor and the urgency of the issues on the mind of the CEO. He talked about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stopped talking. He took a sip of water. I thought this was a perfect time for my colleague to summarize the underlying need the client has (that he is fearful that his company's spectacular stock performance won't continue and he will feel like a failure, unless he makes some

big changes to his strategic priorities, shakes up his leadership team and resets the cadence of communication and accountability).

Instead, my colleague asked the client, "What do you think next steps should be?" The client was like, "Well, I don't know, I was hoping you might tell me." The closing conversation should have looked like this:

"So that's what's on my mind." (The CEO says, panting to catch his breath after giving us a lot of content for 60 minutes.)

"Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about."

"Yes."

"But you fear you don't have the organization to make it happen."

"Definitely."

"And if you don't make some big changes

to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you'll look like a failure."

"Exactly."

See how good that is for the client?

Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It's so real, so visceral. Once you "touch" the emotion behind all of the formality, your client will trust you to propose a plan.

You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.



GEOFF SMART

Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from North-western University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.





Lee Fortier and Nikki Neal

IQ GENIUS OF THE MONTH:

**FORTIER LOSS CONTROL SERVICES +
FORTIER LOSS CONTROL SUBSTANCE ABUSE TESTING**



Fortier Loss Control Services first opened their doors in 1984 and in 1994 they expanded to include Fortier Substance Abuse Testing. With offices in Nashville, Memphis, and Knoxville, their mission is to assist their growing customer base in protecting the health and safety of their employees and meeting compliance requirements by providing elite safety consulting and testing services.

Fortier Loss Control Consultants provides their clients with safety-related services. Those services include developing safety programs, conducting site safety inspections, training employees on various safety topics, carrying out accident investigations, and offering lab testing

and background checks.

As part of their services portfolio, Fortier Loss Control Services provides their clients with comprehensive reporting. Before working with ImageQuest, their team experienced problems with their reporting program and were continually calling their IT provider for assistance. Problems were never fully resolved; what seemed like “band-aid” fixes didn’t address the much larger underlying issues.

After meeting with ImageQuest, Nikki Neal explains, “it was quite clear we need to move forward in making a change. The level of expertise and knowledge was like no other in the industry, and ImageQuest

quickly put our minds at ease.

“Since making the change to ImageQuest, our day to day operations run much smoother. We very rarely experience issues, and if we do, ImageQuest is just one call away. Their staff has always been very helpful, courteous, and resolves the issues promptly.”

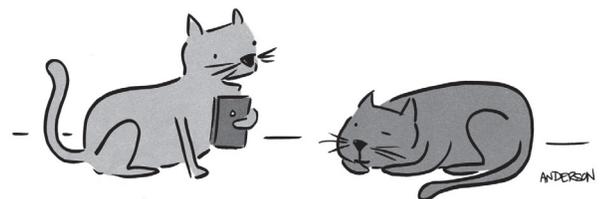
NEW NINTENDO CLASSIC RULES THEM ALL!

For anyone in their late 20s to early 40s, chances are nothing shaped your life more than Nintendo. If it was your first “gadget,” if may even have been love at first sight.

And now, for Nintendo lovers, the Nintendo Entertainment System is back and better than ever with the NES Classic Edition. It’s tiny, but designed to look just like the original NES. Setup is a snap. Just plug it into your TV’s USB port. Hit the power button and you’re greeted with a screen where you can browse games and options. You can even select a CRT filter that replicates the lines and look of an old TV.

The color is sharp, the timing dead on and each pixel is a perfect square so you see the games exactly as designed. At 60 bucks, it’s a great gift for your favorite millennial (maybe even YOU!).

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“I just got an app that shows me all the invisible fences in the neighborhood. Wanna go have some fun?”

